



Visibility of the Collection and Promotional Efforts

Identify how your library promotes the Federal Depository Library resources and services. Public access begins with public awareness. Activities related to visibility and promotion include activities such as cataloging and other types of bibliographic control, training of public services personnel to identify and locate depository publications in the library and online, information sharing with nearby depository and non-depository libraries, and holding events such as training classes or depository designation anniversary celebrations.



Placing the emblem on or near library entrances is not only a program requirement, but it visually identifies the library as a Federal Depository Library, subject to the rules and regulations therein. It is a good place to begin promoting and branding the collection and any services you provide.

Consider using GPO created promotional materials to highlight collections and services in your library if you are not already. Get marketing ideas and order free promotional materials through the FDLP Desktop.

- * [**FDLP Promotional Materials**](#): Order free posters, stickers, bookmarks, and other marketing materials for your library.
- * [**FDLP Marketing Plan**](#): Read about several of the strategies GPO has to help libraries promote their depository collections and services.
- * [**Promote the FDLP at Your Library with the Easy As FDL Video**](#): Add a video to your library's Web site promoting the collection. This video demonstrates what makes Federal depository libraries so unique and essential to the American public.
- * [**Depository Anniversaries**](#): If your library is planning an upcoming anniversary celebration, here are a variety of tips and ideas to help you celebrate.
- * [**FDLP Promotional Graphics**](#): FDLP logo graphics are provided for use on your Web site or for use in printed educational and public relations materials you develop.

Next [**Review Your Collection and Item Selection Profile**](#)